

EVERY SPRING BUD BRINGS NEW EVIDENCE OF A BRIGHTER DAY

What to Do and How to Do It Is the Daily Question

of every life, young or old, great or little.
Somehow or other all of us seem to find out for ourselves what to eat and what to leave alone, what to drink and to avoid what hurts.

By looking into a mirror we cannot see ourselves grow, yet growing we are, physically, mentally and heartwise.

The objects we choose to take as we do our foods, the books we read, the days and nights and the friends, living or dead, we elect for examples, all influence and stimulate our growth.

(Signed) *John Wanamaker*

March 22, 1922.

The Easter Coat or Cape the Young Woman Will Choose

If she is wise (and we are sure she is) she will give a great deal of thought to this important garment.
Since all the newest dresses are coming in with large sleeves, the fashionable wrap for the Spring is either a cape or a coat with extended armholes and the widest sleeves—they may even be capes themselves.



Beautiful garments and most graceful, and the loveliest examples are here in soft bolivia and duvetyne, in the shades of pinecone, navy, brown, fallow, lark, cinder and the glorious gaillardia.
There are some lovely models at \$48 and \$58. Still more beautiful ones, of which there are only one or two of a kind, go from \$65 to \$125.
The sizes are 14 to 20 years.
(Second Floor)

Charming Capes of Cloth Become Any Woman in Spring

Three or four styles have just come in, of navy and tan gabardine and tricotine, some tan with the darker color used for relief; some vice versa.
They are odd and decorative, these capes, and their narrow fringed scarfs and large collars are particularly interesting.
Such wraps are not merely useful to wear in Spring, but are the handiest things in the world to throw on over thin dresses in the Summertime.
Prices: \$67.50 and \$75.
(First Floor)

Madame Can Have a Coat or Cape Dress From \$37.50 to \$47.50

One cape style is developed in Canton crepe; its cape flaps open to show a blouse of lighter or brighter color, strapped with the brown or navy which appears in the cape and skirt.
The second style is of silk jersey with a crepe surface; this has a delightful circular jacket which can be removed.
The third is of sponge cloth with odd decoration of strongly contrasting braid.
Meadowlark brown, rust, darker brown, navy and French blue are the colors in these groups of dresses, and the prices are \$37.50 to \$47.50.
(First Floor)

Of All the Follies, Foot Folly Is Worst

Shoes that torture put a handicap on life.
One's mind should never have to be centered one one's feet!
Many a woman who has suffered that handicap for years has found her first and lasting relief in



This famous health shoe can be had in high laced black kid or in oxfords.
It looks like the usual good-looking shoe of conservative style.
But it's scientific shape and construction fit it to give the most exquisite comfort.
Anatomik shoes are sold in this city at Wanamaker's only.
They are priced \$14 and \$15 a pair—and are worth it!
We sell them every day, but on Thursdays our customers may have the personal counsel of their inventor, Dr. Coljes, who is here from 11 to 3.
(First Floor)

WHEN you find yourself holding book or paper at arm's length in order to read easily the chances are that you need glasses.
We will fill oculists' prescriptions with the utmost care and will make repairs promptly.
(Main Gallery)

Fine French Kid Gloves for Easter \$2.75 a Pair

Two-clasp, plique-sewn, of soft flexible kid or velvety suede, in the colors that will be most fashionable for Spring street wear.
Kid in white, white with black, pearl, gray, light or dark tan.
Suede in exquisite gray and beaver shades and black.
(Main Floor)

MADAME LYRA CORSETS FOR THE SLENDER FIGURE

Madame Lyra corsets are exceptionally well cut and well made.
They are especially boned with a substance that is famous for retaining the beautiful lines of the corset as long as it is worn.
New models designed for slender figures are all of attractive pink broche.
Some are entirely topless, others a trifle higher back than front, and a particularly attractive model is slashed around the entire top.
All give the fashionable straight-lined and slender silhouette.
They are priced \$5 to \$15.
(First Floor)

NEW HAIR BANDEAUX SPEAK OF PARIS

And, in truth, they have just arrived from that city. They are wonderfully pretty and especially so by evening light.
One style is a trailing vine of glittering silver tinsel, another somewhat similar with one huge sparkling flower.
Others are of silver or gold tinsel, set with imitation pearls and decorated with different colored silk rosebuds.
No two are alike. Prices are \$5 to \$12.
(Main Floor)

ENVELOPE CHEMISES OF SHEER NAINSOOK

One trimmed with Irish lace at \$3.50; one with fillet at \$3.85; others with embroidery at \$2.50 and \$5; and still others with Valenciennes and embroidery medallions at \$5.
(Third Floor)

SPRING IS THE TIME TO "SHORT COAT" THE BABIES

And here are the little dresses in sizes six months to two years and styles for both girls and boys.
They are chiefly of sheer lawn, with such dainty decoration as seems appropriate.
Prices are \$2.50 to \$3.50.
(Third Floor)



Easter Bunnies Are Busy Choosing Handkerchiefs

Bright colors are so much the fashion this year that it is plain to be seen this is the kind most of the Easter bunnies will choose for gifts.
They are certainly the prettiest Easter handkerchiefs we have had, and, of course, they are every thread linen.
For women—all the soft, lovely shades that Paris taught American women to like, and they are exactly the sports colors of this season. Starting from 25c, they go up gradually to \$15 each for the most exquisite French hand-spuns.
For men—colors again, such beautiful ones and such attractive patterns! In Spring green, tan, gray, blue and lavender to match his hose and ties. From 75c up to \$3 each for the finest French handkerchiefs.
For children—the dearest little linen handkerchiefs imaginable. They are white with colored borders, or colored with white borders, or they have a bit of colored embroidery in one corner. 35c to \$2 each. The latter are French.
(Main Floor)



SWISSES AND ORGANDIES FROM ST. GALL

are even sheerer and daintier than last year, and cost much less.
St. Gall swisses with tiny self-color pin dots are in primrose yellow, delft, light blue, navy, rose, brown, orchid, cherry and gray.
They are the finest made, and priced but 75c a yard.
St. Gall organdies, exquisitely fine and sheer, with mercerized colored dots on white or colored ground, present a variety of color choice at \$1.25 a yard.
(First Floor)

Household Usefuls

Medicine cabinets with wooden shelves and mirrors in doors, \$6. Medicine cabinets with glass shelves, \$7.50 to \$14.50.
Mirrors beveled; oval shaped, \$4.50; 16 x 24 inches, \$7.75.
Shoe polishing boxes, \$2.75 to \$4.
Stools for the bathroom, \$2.25 to \$6.
Clothes trees, each with six wooden hooks, \$2.45.
Bathtub seats, adjustable, \$1.50 to \$2.25.
All of these are white enameled.
(Fourth Floor)

THE "SHIFTER" BLOUSE IS HERE!

It is the blouse which has shifted to itself some of the most-coveted features of a man's shirt, namely his tie, patch pocket and link cuffs.
Otherwise it is essentially feminine, for the material is a dainty white striped dimity and the collar is a new and happy compromise between the long roll and the Peter Pan.
A satin four-in-hand tie in regimental stripes goes with each blouse. The price is \$4.50.
(Third Floor)



COM-MER-CIAL Stationery has moved to the Main Floor near the Social Stationery and convenient to the Chestnut Street doors.
By Commercial Stationery we mean all the tablets, typewriting papers and supplies and also the pens, penholders, ink, pencils, blotters and so on.
(Main Floor)

And Think of a Man Getting a Soft Felt Hat for \$2.50

We're not talking politics, we're talking hats.
But when a hat of this kind gets as low as \$2.50 the country's pretty close to healthy once more.
First of all, a shape that nine out of every ten men wear with genuine grace. And a shape that the whole ten like.
In two shades of brown and a mighty good-looking shade of gray.
And the whole lot at the same price.
And, by the way, homespun caps, in an assortment that's just as unusual as the quality, are priced \$1.50.
(Main Floor)

England Sends "Redleaf" Underwear for Men to Wear

And it comes from one of the foremost mills in that country.
White gauze cotton, shirts long or short sleeves, drawers in two lengths, \$2.50 the garment.
Balbriggan, shirt with short or long sleeves and two length drawers, \$2.50 the garment.
Wool and cotton mixed, in light medium weight. Drawers and undershirt sleeves in two lengths. \$3.75 the garment.
White silk-and-cotton shirts and drawers in two lengths. According to size, the price varies from \$7.70 to \$9.30 the garment.
(Main Floor)

Only Eight Days Yet to Order Hardwater Soap

at its special March price of 60c a dozen cakes. After March it returns to its regular price.
This good bath and toilet soap is made exclusively for us, is exceptionally pure, and lathers well in hard water.
Choose it in lemon, almond, verbena, violet or unscented at 5c a cake in March only.
(Main Floor and Down Stairs Store)

A Shirt a Day When It's Warm Is Possible at \$2.35 and \$2.50

Sure enough, it's a man's Spring when good woven madras shirts have come back to such a price.
And there never was a better time to select them. Stripes. A regular maze of stripes. Stripes in all sizes, all descriptions.
Every stripe is as rich as can be, in a color that has warmed men's hearts.
And every man knows the service in woven madras.
(Main Floor)

Bright Radiance of Opportunity in Light-Cut Glassware

The March Sale of China and Glass has many brilliant and helpful features, one of the most interesting being the sparkling abundance of light-cut glassware at one-fourth to one-half below regular prices.
A Few Exceptionally Good Things at \$1 Each
Water sets (jug and six tumblers), flower vase, 12-inch size; guest set, cracker-and-cheese dishes, 8-inch berry bowls; all usually sold for double.
At 25c there is a remarkably broad assortment, the notable pieces including goblets, tall-footed sherbet glasses, low-footed ice cream glasses, handled iced tea tumblers, and so on.
Among other glassware specials are:
Plain Blown Tumblers, 60c a dozen.
Needle-etched Tumblers, \$1.20 a dozen.
Colonial Tumblers, 45c a dozen.
Five-piece Glass Mixing Bowls, 75c a set.
(Fourth Floor)

Week-End Trips to Make—and Fitted Blouse Cases Down to \$25

Blouse cases with room aplenty for all the fluffy bits of apparel madame cares to take along.
And they are fitted out with twelve needed toilet articles.
Every one a practical size, in imitation tortoise-shell finished.
The cases themselves are particularly well made of black cobra-grain cowhide, with padded tops, two brass locks.
The insides are silk lined and at either end is a shirred pocket.
In 20 and 22 inch sizes.
(Main Floor)

NEW BOOKS OF INTEREST

"Children of the Market Place," by Edgar Lee Masters, \$2. The supposed memoirs of an American pioneer.
"Out of the Darkness," by Charles J. Dutton, \$1.75.
(Main Floor)

LOW-PRICED BED MUSLINS FOR THE SUMMER HOME

These are lightweight muslins, smooth finished, and extra good for the low prices—
Pillow cases
42x36 inches...25c
45x36 inches...28c
Sheets
54x90 inches...80c
63x90 inches...\$1.05
63x99 inches...\$1.10
72x90 inches...\$1.10
72x99 inches...\$1.20
81x90 inches...\$1.20
81x99 inches...\$1.30
(First Floor)

After All, the Smart Shoe Is the Plain Shoe

for the man who dresses with exacting care, at the same time conservatively.
It's doubtful if there's a better oxford than these of smooth tan calfskin, built on the straight English last.
It's a modest shoe, it's a fashionable shoe, it's a good shoe.
Perfectly plain, with the straight tip.
And the price is \$12.50.
(Main Floor)

Boys' Spring Suits and Overcoats— Top Notchers

That's the whole story.
How true it is the goods are here to show.
Norfolk suits for boys of 8 to 18 years, \$15 to \$32. Many suits have two pair of trousers.
The choice at \$20, \$22.50 and \$25 is remarkably good.
Boys' spring overcoats, in 3 to 10 year sizes, \$15 and \$16.50, and up to \$30 for boys of 12 to 18.
(Third Floor)

A Ship Has Come From China Bringing Gorgeous Carpets

Newly unbaled pieces in carpet sizes, around 8x10 and 9x12 feet, in a variety of color effects, chiefly blue, old gold, mulberry and golden tan.
Heavy in texture and distinctive in decorative effect, they are bound to serve well and furnish to advantage.
Moderately marked at \$245 to \$350.
(Seventh Floor)

Cretonne Bedsread Sets to Go With Spring Sunshine

New as the morning. Shown this season for the first time.
You know what a bit of cretonne will do for a room. These bedsread sets are of cretonne in the prettiest imaginable color effects and patterns—chiefly combinations of blue, rose and gold.
They are the most sunshiny of bed dressings.
Color, charm, inviting-ness—these they give to any bedroom.
Set means a spread and detached bolster.
The spread is scalloped on the edge and has corners cut out at foot.
Single-bed size, \$12 a set. Double-bed size, \$15 a set.
(Sixth Floor)

What About the Hair in Your Clothes Brush?

Or in your silver brush? Or in any one of a dozen different brushes used about the house?
Where does it come from? Some animal, of course.
Is it pure and clean and safe? If it has been sterilized it is, and every strand of hair in a brush sold here has been thoroughly sterilized.
Not a point that in itself will make the world go round, but it is an example of one of the hundreds of little details that make

The Goods in This Wanamaker's Housewares a Quality Apart From All Others

And the same holds true of every one of the thousands upon thousands of articles that make up this sale.
The same exacting demands are made upon saucepans or paring knives as upon the construction of a refrigerator or gas stove.
And these things are selling from 10 to 50 per cent less during March.
(Fourth Floor)